

# Understanding the Audience

## Connecting the Dots through Engagement Data Analysis



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# Introduction

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In order to build a strong supporter base, a library must **know who** their **supporters** are and what **motivates them to engage**.

**Data mapping projects** can help determine **patterns** in rates of engagement.

By drawing **connections** between **email engagement data** and **donor information**, library outreach and marketing teams can develop a **greater sense of audience** and their **values** in order to develop **targeted and effective communication** and partnership strategies and **identify and address engagement gaps**.





# Purpose

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This project models a way in which libraries can

**better understand** their unique supporter base and  
develop more **effective communication strategies**  
designed to

**increase supporter involvement &  
engage potential donors.**





# Datasets

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## 1. MailChimp Engagement Data

- 23,578 email subscribers
- January 2017-January 2018
- Total emails sent = 42
- Avg open rate = 33.69%
- Avg click rate = 2.68%

## 2. Email subscribers in UT donor database

- 22,725 email subscribers in UT donor database (96% coverage)
- 2,369 living individual UT Libraries donors

## 3. Top 100 UT Libraries Donors of 2017 in Database Data

- Average open rate = 58.93%
- Average click rate = 8.76%





# The Project

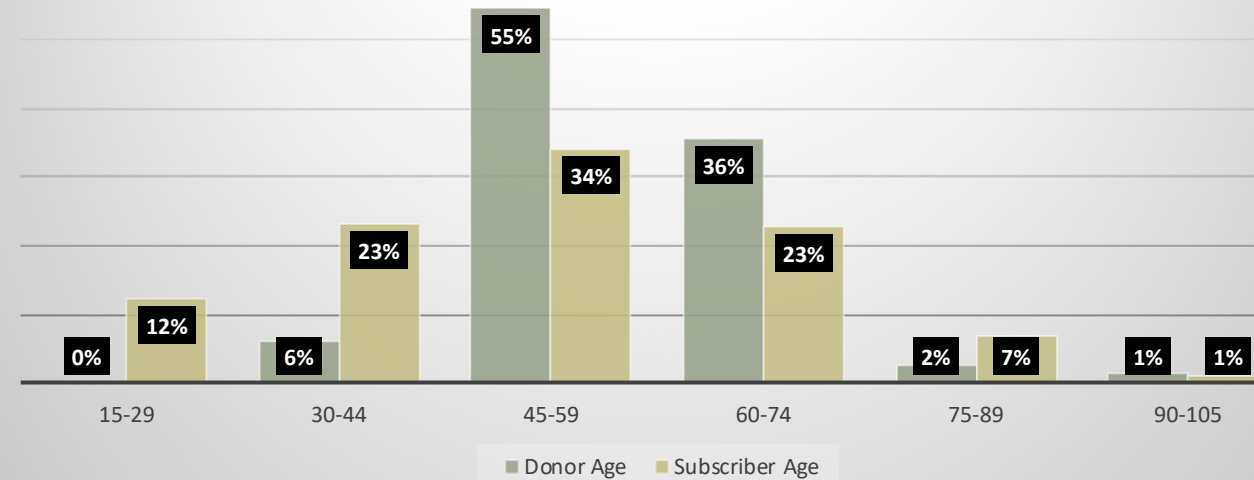
## Understanding Audience

- 23,578 subscribers

## Understanding Engagement

- Average open rate = 33.69%
- Average click rate = 2.68%

Age Range Comparison





# Results

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- Student Affairs – 4,531 donors
- Texas Exes – 2,771 donors
- KUT Radio – 1,980 donors
- Liberal Arts – 1,449 donors
- UT Libraries – 1,445 donors





# Engagement with content

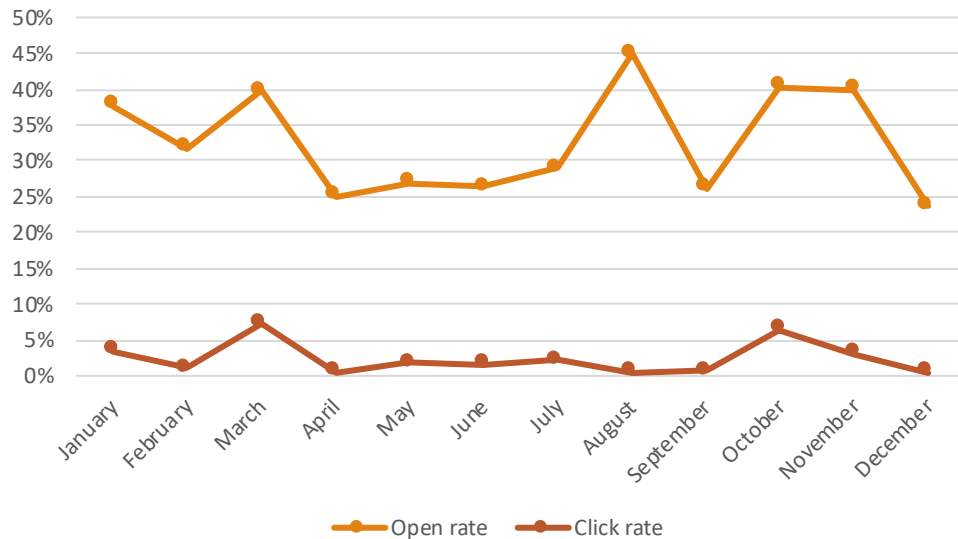
Email title	Link text	Subjects	Clicks
Two Guys On Your Head	Two Guys On Your Head (RSVP button)	Event participation, programming	151
December 2017 E-News	In Memoriam: Harold W. Billings	In memoriam, former library director, nostalgia	143
September 2017 e-News	A Rescue Operation After Harvey	UT Libraries staff, disaster recovery	127
July 2017 e-News	You've Come A Long Way, Baby	PCL 40th Anniversary, nostalgia	126



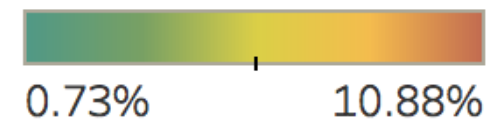


# Distribution strategy and layout

Engagement by month



Avg. Click Rate





# Conclusions

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The demographic information reveals **gaps** in who UT Libraries is reaching for donations, namely **younger** subscribers and those from **underrepresented communities**.

Nearly **1/2** of email subscribers have given donations to at least **1** department at UT, but **only 7%** have given to UT Libraries.

Most donors gave to **student affairs, Texas Exes, & KUT Radio**.

The number of donors to student affairs and Texas Exes may indicate an interest in giving related to **student life** and **UT student/alumni identity**.

An emphasis on subjects and events related to **helping students** and engaging with **diversity, inclusion, and equity** efforts may encourage more subscribers to increase involvement with UT Libraries.





# Thank you!

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